



GE Profile™ Cooks Up Industry-First Features with its Smart Oven with No Preheat

Zero preheat technology and a temperature range reaching 500°F makes this countertop oven a time-saver for busy homes

LOUISVILLE, Ky – Jan. 31, 2023 – GE Profile™ continues to change the way we look at appliances with the introduction of the Smart Oven with No Preheat. Innovative Zero Preheat Technology makes it the first and only countertop oven with no preheat for all modes¹, directly targeting food so the optimal temperature is reached more quickly without having to wait around for the oven to warm up. On top of this, it leads others in the industry with temperatures that reach up to 500°F, which are ideal for foods like pizza or a high-heat roast.

“We know that time is one of the largest barriers to cooking² delicious food at home, so we made a product that virtually eliminates the roadblock by removing preheating from the process,” said Andre Zdanow, executive director of small appliances at GE Appliances. “With features like 11 no-preheat cooking modes, high heat temperatures, and guided recipes, the Smart Oven with No Preheat is the ideal all-in-one solution for all modern cooks– from those who are trying to quickly get dinner on the table to those trying a new recipe for the first time.”

The GE Profile Smart Oven with No Preheat builds on more than a century of innovation and industry-firsts for the company, including the invention of the first electric toaster in 1905 and the first toaster oven, the GE Toast-R-Oven, in 1956. Its intuitive design is even inspired by a later iteration of the Toast-R-Oven in the 1960s. Other call-out features on this industry-leading innovation include:

- **11 Smart, Preset Functions** include Air Fry, Warm, Toast, Broil, Roast, Pastry, Reheat, Pizza, Cookies, Bake and Bagel.
- **A small footprint that packs a punch:** The GE Profile Smart Oven with No Preheat may sit on the counter, but it features a **full-size oven-like capacity** large enough to make a 12” pizza, a 13”x9” sheet cake or up to 8 pounds of chicken.
- **Intuitive Design:** The Smart Oven’s **One-Touch High-Rise Door** gives extra clearance on the countertop and avoids the need to reach over a hot door to remove food from the oven, all with one simple touch. And the signature **GE Profile Notification Light Bar** displays the status and progress of cooking.
- **GE Profile Connect+:** Guided recipes eliminate guesswork and ensure the best possible results through the SmartHQ app. Follow step-by-step instructions that automatically adjust the oven mode based on the recipe step for delectable and simple dishes, like Chilean Sea Bass, Lemon Ginger Chicken and Cherry Berry Clafoutis, to streamline busy evenings. With Connect+, over-the-air updates ensure that new recipes will continue to roll-out so the countertop oven only

¹ As compared to leading premium (MSRP above \$199.99) countertop oven branded models sold in the US.

² As found by a [2019 study by Rouxbe](#)

gets better with time. Plus, the SmartHQ app gives the power to set temperature, time and mode remotely.

Available in a Carbon Black finish, the GE Profile Smart Oven with No Preheat will be available in March 2023 at [geappliances.com](https://www.geappliances.com) and at retailers nationwide for a suggested retail price of \$449.

To experience the GE Profile smart technology firsthand at KBIS 2023, email GEAppliances@allisonpr.com. More information about GE Profile and its range of products can be found at <https://www.geappliances.com/ge/profile.htm> or @geprofile on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances

At GE Appliances we make the world a better place, and our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.

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